

Sample Press Release – Children’s Event

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News Release

www.XYZarts.org

FOR IMMEDIATE RELEASE

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XYZ Arts Presents *Fantastic New Kids Event* on California Arts Day 2008—Friday, October 3

Discounted tickets promote Arts Day theme "California Imagination"

CALIFORNIA CITY -- “California Imagination” is the theme of the eighth annual California Arts Day on Friday, October 3. To celebrate, XYZ Arts will sell discounted tickets on October 3-5 for *Fantastic New Kids Event*. Kids and parents alike will love the fun and wacky tale of *Fantastic New Kids Event* -- and be able to participate in California Arts Day as well.

“*Fantastic New Kids Event* is a lot of fun for the kids – and for adults,” said Imma Gonagitcha, Director of XYZ Arts. “We’re proud to be able to provide these performances at a discount during California Arts Day and take part in the ‘California Imagination’ theme.”

Studies show the arts play a significant role in a child's education, creative development and confidence. Evidence shows that not only are test scores higher for students who regularly participate in theater, music, dance, visual arts and other arts forms, but their self-esteem and general outlook rises as well. Family outings to museums, galleries, theaters, dance performances, music shows and cultural events can complement arts education and deepen the creative experience – as well as keep kids away from the television.

“Parents can help assist creative learning and confidence beyond the classroom by exposing their children to professional artists and production – like the *Fantastic New Kids Event* at XYZ Arts,” said Gonagitcha.

The California Arts Council, a state agency, is the main proponent of California Arts Day. The “California Imagination” theme is based on the *California Imagination* project, an assemblage installation by Los Angeles artist Jillian Kogan resembling the California Bear Flag and illustrating the vast creativity in California through the arts. Hundreds of artists, educators, performers, organizations, creative professionals and ordinary Californians who value the arts and creativity in the state sent the California Arts Council over 300 items or images for the stop-motion video public-service announcement and related materials.

“Quite a large percentage of the loaned items and images for the *California Imagination* project involve arts education and arts programs for children,” said Muriel Johnson, Director of the California Arts Council. “The arts enhance the creativity and imagination of the young – a key mission of the California Arts Council. Watching professional performers and seeing artwork by accomplished artists complements what children learn in school, and participating as a family makes the experience all the more enjoyable.”

The annual California Arts Day is always on the first Friday of October (October 3 in 2008) to recognize the role that arts like music, theater, visual art, poetry, dance, film, design, and other art forms play in the state. For more information about California Arts Day this year and in past years, go to www.cac.ca.gov or contact the California Arts Council at 916-322-6555.

Written by Jane Doe and starring Sam Buddy, *Fantastic New Kids Event* is the story that pretends that schoolchildren ran the state government. “The finale when the senators dance the tango with the kids through the halls of the capitol is incredibly moving,” said Gonagitcha. For more information or tickets to *Fantastic New Kids Event*, call the XYZ Arts box office at 916-555-5000.